



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

*Rely on us.*

TO: Commissioners Carlson, Barofsky, McRae, Schlossberg, and Brown  
FROM: Julie McGaughey, Chief Customer Officer; Anna Wade, Customer Solutions Manager  
DATE: July 24, 2023 (August 1, 2023, Board Meeting)  
SUBJECT: Energy Efficiency Programs for Renters  
OBJECTIVE: Information/Education

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## **Issue**

At the Board's request, guest speaker, Leah Pertl, will present information on Sacramento Municipal Utility District's (SMUD) energy efficiency programs for renters.

## **Background**

Leah Pertl joined SMUD in 2004 and currently holds the position of Supervisor, Commercial Decarbonization Programs for Zero Carbon Energy Solutions. In her role, Leah oversees a team of program managers that design, implement, and deliver SMUD's commercial building electrification, energy efficiency, and electric vehicle programs. In addition, she actively supports, plans, and implements retrofit and new construction programs that deliver equitable access to under-resourced communities for multifamily renters and single-family homeowners in the community.

Prior to planning and delivering commercial programs, Leah worked extensively as part of SMUD's Commercial Experience Delivery team in her role as a Supervisor and Lead Strategic Account Advisor for the commercial market segment, supporting a variety of industries including hospitality, manufacturing, schools, and retail.

Leah holds a Bachelor of Science degree in Business and Organizational Leadership and an MBA from William Jessup University.

## **Discussion**

EWEB customers in all sectors contribute to the cost of energy efficiency in their retail rates and are eligible to participate in a variety of energy efficiency programs. This includes limited income programs designed to cover most or all of the cost of energy efficiency upgrades in owner-occupied and nonprofit agency-owned homes, as well as premium limited income incentives for privately owned rentals and qualifying nonprofit new construction multifamily housing.

In consideration of EWEB's total Energy Efficiency budget and the incentives offered to various customer segments, the utility strives to align with guiding principles and meet multiple, sometimes competing priorities:

- Meet BPA targets and maximize rate-funded reimbursements
- Compliance with RPS requirements, carbon, and conservation targets
- Optimize costs and benefits relative to TBL assessment
- Accessibility and equity across customer segments
- Minimize cross-subsidies & cost to non-participants
- Support EWEBs Strategic Plan & community goals
- Responsive to emerging technologies and customer demand

EWEB's broad suite of energy efficiency products and services aim to meet these objectives in aggregate. On an individual basis, products contribute to some, but not all objectives. For example, products targeting limited income customers with premium incentives address accessibility and equity goals, but do not deliver equivalent cost-benefit or carbon results when compared with large commercial projects.

In April 2023, EWEB presented commissioners with a comprehensive look at all programs currently offered including energy efficiency programs for renters. Year-to-date, rentals account for 31% of residential projects; a significant increase from historical averages and 2022 at 17%.

As with all customer-facing programs, EWEB regularly reviews its offerings and pricing relative to peers. SMUD is a notably larger utility with 2,200 employees serving 645,000 accounts. SMUD currently commits ~\$13.5M annually to Community Impact Plan investments with plans to expand the annual budget to ~\$30M in the coming years. The utility operates in a unique regulatory environment and has an aggressive goal of achieving a carbon-free resource portfolio from a starting point of 50%. EWEB will continue to leverage our collaborative relationship with SMUD and its staff to assess emerging opportunities in energy efficiency, affordability, and climate action.

### **Recommendation**

Following a brief presentation, Commissioners are encouraged to provide questions and comments.

### **Requested Board Action**

No Board Action is requested.